

IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application. Insertions are shown by underlining and deletions are shown by either a strike-through or double brackets. Please amend the claims as follows:

1-94. (Cancelled)

95. (Currently Amended) A method for providing a self-serve interface over the Internet for advertisers to establish ad campaigns comprising:

receiving a request from an advertiser for creating ~~ana~~ first ad campaign comprising one or more advertisements;

establishing an online account for the advertiser, the online account comprising log in information;

providing the self-serve interface to the advertiser for establishing the first~~an~~-ad campaign, wherein access to the self-serve interface by the advertiser is based on the log in information, further wherein establishing the first ad campaign by the advertiser comprises:

receiving a selection of the one or more advertisements for the campaign from the advertiser;

receiving a selection of dates for displaying the selected advertisements from the advertiser; and

receiving a budget from the advertiser that establishes a maximum amount to spend for the display of the selected advertisements;

wherein the self-serve interface provides for the establishment of additional ad campaigns for the online account, the establishment of each of the additional ad campaigns comprising the same steps for the establishment of the first ad campaign, further wherein the selected advertisements from the first ad campaign can be selected for the additional ad campaigns;

providing a management screen from the self-serve interface for viewing and editing, by the advertiser in real-time, the selection of the advertisements, the selection of the dates, and the budget, wherein the management screen provides a listing of the first ad campaign and each of the additional ad campaigns for selection and modification by the advertiser.

96. (Previously Presented) The method of claim 95 wherein the selection of one or more advertisements comprises providing an interface for the advertiser to create the advertisements.

97. (Previously Presented) The method of claim 96 wherein the creation of one or more advertisements comprises:

- providing a plurality of template advertisements;
- obtaining a selection of one of the template advertisements;
- obtaining information to be inserted into the selected template advertisement; and
- creating the selected advertisement based on the information to be inserted into the template advertisement.

98. (Previously Presented) The method of claim 97 wherein the information obtained for the selected template advertisement comprises a description and a URL.

99. (Previously Presented) The method of claim 97 wherein the information obtained for the selected template advertisement comprises an image from the advertiser.

100. (Previously Presented) The method of claim 95 further comprising providing a display of a status of the ad campaign to the advertiser.

101. (Previously Presented) The method of claim 100 wherein the status of the ad campaign comprises an active status, a suspended status, or a pending status.

102. (Previously Presented) The method of claim 101 further comprising reviewing content of the advertisements from the established ad campaign.

103. (Previously Presented) The method of claim 102 wherein the reviewing determines if the advertisements are approved or not approved, and,
when the advertisements are deemed not approved, the advertisements are rejected and the ad campaign status is suspended, and
when the advertisements are deemed approved, the advertisements are accepted and the ad campaign status is active.

104. (Previously Presented) The method of claim 100 wherein the advertiser can modify the status of the ad campaign through the self-serve interface.

105. (Currently Amended) The method of claim 95 wherein the management screen provides an interface for the advertiser to modify each of the ~~can establish multiple ad~~ campaigns.

106. (Currently Amended) The method of claim 105 further comprising providing a campaign summary report for viewing details for the first ad campaign and for each of the additional multiple ad campaigns.

107. (Previously Presented) The method of claim 95 wherein receiving the budget from the advertiser comprises receiving an amount of funds used for paying for the display of the ad campaign.

108. (Previously Presented) The method of claim 107 wherein receiving the budget from the advertiser comprises receiving a request for an automatic payment plan that

automatically replenishes the amount of funds when the amount drops below a predetermined threshold.

109. (Cancelled)

110. (Previously Presented) The method of claim 95 wherein establishing the ad campaign by the advertiser further comprises receiving a name for the ad campaign from the advertiser.

111. (Currently Amended) The method of claim 110 wherein the management screen for the advertiser comprises viewing and editing the name of the ad campaign by the advertiser in real time.

112. (Currently Amended) The method of claim 95 wherein establishing the ad campaign by the advertiser further comprises receiving in real time, a request from the advertiser for an alert regarding pricing availability.

113. (Currently Amended) The method of claim ~~112~~¹¹²⁴⁰⁷ wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert when the amount of funds drops below a predetermined threshold.

114. (Currently Amended) The method of claim ~~112~~¹¹²⁴⁰⁷ wherein the alert comprises an email sent to the advertiser.

115. (Currently Amended) In a computer readable storage medium having stored therein data representing instructions executable by a programmed processor for providing a

web-based self-serve interface to an advertiser for managing an ad campaigns, the storage medium comprising instructions for:

receiving log in information from the advertiser for establishing and managing the ad campaigns, wherein each of the ad campaigns comprise[[s]] at least one advertisement;

providing access to the web-based self-serve interface to the advertiser for managing the ad campaigns, wherein management of the ad campaigns by the advertiser comprises:

receiving, from the advertiser, a selection of the ad campaign to be managed from among the ad campaigns;

receiving, from the advertiser, a request to create an advertisement that includes text and a hyperlink to a web page associated with the advertiser;

receiving, from the advertiser, a selection of one or more available advertisements to be included in the managed ad campaign, wherein the available advertisements comprise existing advertisements and the created advertisement;

receiving, from the advertiser, a selection of a time frame for displaying the selected advertisements;

receiving, from the advertiser, a selection of a cost for displaying the selected advertisements; and

receiving, from the advertiser, a budget amount to spend during the managed ad campaign, wherein each impression or conversion of the displayed advertisements reduces the budget amount by the selected cost; and

providing a management screen in the web-based self-serve interface for the advertiser to view and edit the creation and selection of the advertisements, the selection of the time frame, the selection of the cost for displaying, and the budget amount, further wherein each of the ad campaigns is managed by the advertiser using the web-based self-serve interface.

116. (Previously Presented) The computer readable medium of claim 115 wherein the creation of one or more advertisements comprises:

providing a plurality of template advertisements;

obtaining a selection of one of the template advertisements;

obtaining information to be inserted into the selected template advertisement; and

creating the selected advertisement based on the information to be inserted into the template advertisement.

117. (Previously Presented) The computer readable medium of claim 116 wherein the information obtained for the selected template advertisement comprises a description and a URL.

118. (Previously Presented) The computer readable medium of claim 116 wherein the information obtained for the selected template advertisement comprises an image from the advertiser.

119. (Currently Amended) The computer readable medium of claim 115 further comprising providing a display of a status of the ad campaigns to the advertiser.

120. (Currently Amended) The computer readable medium of claim 119 wherein the status of the ad campaigns comprises an active status, a suspended status, or a pending status.

121. (Previously Presented) The computer readable medium of claim 120 further comprising reviewing content of the advertisements from the established ad campaign.

122. (Previously Presented) The computer readable medium of claim 121 wherein the reviewing determines if the advertisements are approved or not approved, and,

when the advertisements are deemed not approved, the advertisements are rejected and the ad campaign status is suspended, and

when the advertisements are deemed approved, the advertisements are accepted and the ad campaign status is active.

123. (Currently Amended) The computer readable medium of claim 119 wherein the advertiser can modify the status of the ad campaigns through the self-serve interface.

124. (Cancelled)

125. (Currently Amended) The computer readable medium of claim ~~115~~+24 further comprising providing a campaign summary report for viewing details for each of the multiple ad campaigns.

126. (Previously Presented) The computer readable medium of claim 115 wherein receiving the budget amount from the advertiser comprises receiving a request for an automatic payment plan that automatically replenishes the amount of funds when the amount drops below a predetermined threshold.

127. (Previously Presented) The computer readable medium of claim 115 wherein establishing the ad campaign by the advertiser further comprises receiving a name for the ad campaign from the advertiser.

128. (Previously Presented) The computer readable medium of claim 127 wherein the management screen for the advertiser comprises viewing and editing the name of the ad campaign by the advertiser.

129. (Previously Presented) The computer readable medium of claim 115 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert regarding pricing availability.

130. (Previously Presented) The computer readable medium of claim 129 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert when the amount of funds drops below a predetermined threshold.

131. (Previously Presented) The computer readable medium of claim 129 wherein the alert comprises an email sent to the advertiser.

132. (Previously Presented) The computer readable medium of claim 115 wherein the cost comprises an effective cost per Mil (eCPM) for the advertisement.

133. (Previously Presented) The computer readable medium of claim 115 wherein the advertisement comprises at least one of (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, (vi) a video, or combinations thereof.